



POLITICAL DISCLOSURE PACKET 2016

**Presidential Primary
March 15th, 2016**

**General Election
November 8th, 2016**

POLITICAL ADVERTISING DISCLOSURE STATEMENT - WMBX-FM
EFFECTIVE January 30- March 15th & September 9th – November 8th 2016

The following practices apply to purchases of advertising time for “use” by legally qualified candidates for public office. In order to qualify for this treatment, candidates or their representatives may be asked to demonstrate that they are legally-qualified. This Disclosure Statement is provided for general information as required by the rules and regulations of the Federal Communications Commission (“FCC”), and is not intended to be a part of any advertising sales contract, which is governed by applicable law and its own terms. Practices described herein are subject to change at the Station’s discretion, to the extent permitted by law.

Legally qualified federal candidates are entitled to purchase time on the Station during their election campaigns. The Station will consider all requests for such time and will make reasonable accommodations to meet such requests. Although a federal candidate has the right to “reasonable access” to the facilities of the Station for the airing of political advertisements, the Station retains the right to limit the amount of time sold to a candidate and has ultimate discretion with respect to the placement of political advertisements. The Station will grant access to specified state and local candidates based, in the station’s sole discretion, on the public interest in the election and inventory. For a determination as to whether the Station will make time available for sale for certain local or state races, see Station Contact below.

During the 45 days preceding a primary election and the 60 days before a general election, the Station charges candidates in the respective elections the “lowest unit charge” for an advertisement if the advertisement constitutes a “use” of the Station’s facilities, as defined by the FCC. During any time outside of the 45-day and 60-day periods, the charges for political advertisements constituting a “use” are set so as to be no higher than those charged other advertisers for comparable use of the Station’s facilities. Any political advertisement that is not a “use,” including any advertisement purchased by a non-candidate or any advertisement dealing with non-candidate ballot issues, is sold at prevailing commercial rates. If a political advertisement constitutes a use, the Station will provide opposing candidates with “equal opportunities,” as established by federal law, to use the facilities of the Station. No federal candidate will be entitled to receive the station’s lowest unit charge unless the candidate provides the station with a certification that the candidate will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with §315(b)(2)(D) of the Communications Act, as amended by the Bipartisan Campaign Reform Act of 2002.

The terms and conditions applicable to political advertising on the Station are as follows:

1. Rates. The Station sells 60-second and 30-second spots as reflected on the attached rate cards. Most rates for advertising time sold on the Station are arrived at on an individually negotiated basis. Negotiated buys may, for example, include spots in a number of different

rotations or dayparts and combinations of different classes of spots. Rates for most classes of time vary on a daily basis, based on supply and demand. The classes of advertising time offered to commercial advertisers are:

- a. Fixed-Position Spots
- b. ROS (Run-of-Schedule) Spots
- c. Package Plans
- d. Remant Spots. Remant Inventory that has low expectation of clearance (30% clearance)

Attached are three rate cards 1) Lowest unit rates to be offered to candidates for schedules airing during the political window, 2) "comparable" rates offered to candidates outside the political window, and 3) a rate card for non-candidate or issue advertising.

Remant rates are also available per request based on prevailing rates for that class of time with an anticipated clearance of 30%.

2. Identification. All ads must comply with the identification requirements of §317 of the Communications Act. The Station reserves the right to insert such identification into any advertisement that fails to include the requisite identification even if the insertion of the identification causes a portion of the advertisement to be deleted. For a federal candidate to receive the lowest unit charge for the class of time purchased, all ads that refer to opposing candidates must contain a statement that is read by the candidate which identifies the candidate and office the candidate is seeking, and states that the candidate approved the broadcast,

3. Credit. Cash at least three businesses days in advance is required unless the order is being placed by an agent or other entity with a proven credit history with the station. This agent or entity must accept full responsibility for all air time and production charges.

4. Political Agreement. A signed Agreement Form for Political Broadcasts (PB-18) must accompany any time order.

5. Proof of Candidacy. The Station, at its option, may require the candidate to produce proof that he/she is a legally-qualified candidate.

6. Notice and Weekend Access. Orders must be placed at least three business days in advance of start. Copy changes or cancellations require one business day's notice. Tapes and written instructions must be delivered to the station in advance of the scheduled air date.

Deadlines for contract changes and commercial materials are:

- 2pm Friday for Saturday, Sunday or Monday's Log
- 2pm Mondays for Tuesday's Log
- 2pm Tuesday for Wednesday's Log
- 2pm Wednesday for Thursday's Log
- 2pm Thursday for Friday's Log

7. Production Facilities. The Station's production facilities reasonably will be available to produce commercials for political advertisers on the same terms as provided to commercial advertisers. On-air personalities may not voice political spots.

8. Schedules. The rates charged by the Station are based upon the use of 60-second spots.

9. Make Good Policy. In the event of a missed spot, the Station will make good in the same daypart within 3 days. If time prohibits making the spot good (e.g., missed on last day before election) the Station will refund the cost of the missed spot to the purchasing entity within 10 working days.

10. Election Day Orders. Political advertising will be accepted for broadcast on election day, depending on available inventory.

11. Rebates. If a new lowest unit charge is established after a political advertiser's purchase has been made or run, the Station will rebate the overcharge to the political advertiser within 10 days or will credit the overcharge to the candidate's future time purchases, as the candidate directs.

12. Local Public Inspection File. The rules and regulations of the FCC require that each station maintain and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of a candidate for public office, together with an appropriate notation showing the disposition made by the licensee of the requests, including whether such requests were granted and the amount charged. The disposition also includes the schedule of time purchased when the spots aired, the rates charged, and the classes of time purchased. Whenever free time is provided to a candidate, a record of the free time provided is placed in the local public inspection file. This information is retained in the Station's local public inspection file for two years. The local public inspection file for the Station is maintained at the Station's studios at 701 Northpoint Parkway Suite 500, West Palm Beach FL 33407. Any member of the public, including opposing candidates, is entitled to inspect the materials placed in these files during regular business hours. No telephone, facsimile or mail request for local public file information will be accepted.

13. Station Contact. Several employees of the station will be assigned to take questions and messages from candidates and their representatives, but in order to provide maximum service to candidates and their representatives, the Station seeks to provide a main contact to manage the responsibilities of all inquiries. At the Station, this contact is Susan Isreal (561-616-4773)

14. Newscasts. The Station does not permit political advertising within station News programming.

WMBX-FM LOCAL CANDIDATE POLITICAL RATE CARD 2016

EFFECTIVE DATES: January 30th – March 15th 2016 & September 9th – November 8th 2016

Daypart			30 Second Spots				60 Second Spots			
Code	Name	Days/Times	Lowest Unit Rate	Preempt-able With Notice	Non Preempt-able	Issue/Prevailing Rate	Lowest Unit Rate	Preempt-able With Notice	Non Preempt-able	Issue/Prevailing Rate
AMD	AM Drive	Mo-Fr 6:00A-10:00A	30.00	60.00	90.00	150.00	50.00	80.00	125.00	200.00
MID	Midday	Mo-Fr 10:00A-3:00P	30.00	60.00	90.00	150.00	50.00	80.00	125.00	200.00
PMD	PM Drive	Mo-Fr 3:00P-7:00P	30.00	60.00	90.00	150.00	50.00	80.00	125.00	200.00
EVE	Evening	Mo-Fr 7:00P-12:00A	1.00	20.00	50.00	70.00	5.00	40.00	60.00	80.00
PRT	Prime ROS	Mo-Fr 6:00A-7:00P	35.00	60.00	85.00	150.00	50.00	80.00	125.00	200.00
BRT	Broad ROS	Sa-Sa 6:00A-7:00P	5.00	40.00	70.00	80.00	10.00	60.00	105.00	120.00
SAA	Sat AM	Sa-Sa 6:00A-10:00A	5.00	35.00	65.00	75.00	10.00	55.00	100.00	115.00
SAM	Sat Midday	Sa-Sa 10:00A-3:00P	10.00	40.00	70.00	80.00	15.00	60.00	105.00	120.00
SAP	Sat PM	Sa-Sa 3:00P-7:00P	10.00	40.00	70.00	80.00	15.00	60.00	105.00	120.00
SAT	Sat Eve	Sa-Sa 7:00P-12:00A	10.00	25.00	40.00	50.00	15.00	40.00	60.00	80.00
BRTSu	Broad ROS	Su-Su 6:00A-7:00P	5.00	40.00	70.00	80.00	10.00	60.00	105.00	120.00
SUA	Sun AM	Su-Su 6:00A-10:00A	5.00	35.00	65.00	75.00	10.00	55.00	100.00	115.00
SUM	Sun Midday	Su-Su 10:00A-3:00P	10.00	40.00	70.00	80.00	15.00	60.00	105.00	120.00
SUP	Sun PM	Su-Su 3:00P-7:00P	10.00	40.00	70.00	80.00	15.00	60.00	105.00	120.00
SUE	Sun Eve	Su-Su 7:00P-12:00A	10.00	25.00	40.00	50.00	15.00	40.00	60.00	80.00

- Pre-emptible status: Should pre-emption be necessary due to station sell-out, the client will be pre-empted to the next "closest" available daypart/day.
- An explanation of Lowest Unit Charge: Computations are made in order to arrive at the lowest unit rates charged to any client for all classifications and pre-emption levels of airtime. This is done after considering the volume negotiated rates utilized by our most privileged clients. All bonuses and/or added value considerations are also computed. This is done by assigning value to each bonus or added value consideration (if other than premiums) and determining the lowest rates on each contract. In cases of added value, these will be available to political candidates based on similar terms, if deadlines and budgets allow.
- Lowest Unit Charges Where Applicable For Federal Election will become effective on September 9th 2016. Lowest Unit Charges are available to qualified political candidates within 45 days of the primary and 60 days of the General Election as long as there is a "positive" identifiable appearance of the candidate's voice in the commercial. The spot must contain proper sponsor ID. E.g.: "paid for" or "sponsored by" the specific entity. The full name of the committee, etc. must be used in the ID. In cases where the spot is not paid for by the candidate or authorized committee, the ID must state, "not authorized by the candidate".
- This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry.

POLITICAL BROADCAST AGREEMENT FORM

Station: X102.3 WMBX (Palm Beach Broadcasting LLC) Date: 7/29/16

Address: 701 Northpoint Parkway, Suite 500, West Palm Beach, Florida 33407

Candidate: LAWRENCE GORDON Political Party: Democrat

☒ Legally Qualified ☐ Other: _____

Office Sought: PBC Comm District 7 Election Date: 8/30/16

HEREBY REQUESTS STATION TIME AS FOLLOWS:

Length of Broadcast	Hour	Days	Times per week	Total Numbers

Date of first broadcast: 8/1/16 Date of last broadcast: 8/30/16 Total Charges: \$ 3,000

Advance payment for the above time will be paid by: received 7/29/16 whose address is: _____

Station is authorized to announce the advertisement as paid for by such person or entity. In not an individual, the entity furnishing payment is:

☐ Committee ☐ Association ☐ Corporation ☐ Other

Telephone Number of Treasurer: (561) 371-8584

Names and officers of entity are: LAWRENCE GORDON

I agree to indemnify and hold harmless the station for any damages or liability that may ensue from the performance of the above stated broadcasts. I also agree to provide the station with a script or a recording, which will be delivered to the station at least 24 hours before the time of scheduled broadcasts. (Note: This paragraph is not applicable if the candidate is personally using the time.)

It is agreed that the use of the station for the above stated purposes will be governed by the Communications Act of 1934, as amended, and the rules of the Federal Communications Commission.

Date: 7/29/16 (Candidate) (Agent) (Supporter): L. Gordon

(Accepted) (Rejected) By: _____
Station Representative

ACTUAL TIMES RAN (CONTRACT ATTACHED)

To be completed by Station after Broadcast.

Actual Schedule Run:

Date:

Times:

Class:

Rate/Free:

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Schedule and Explanation of Make Goods, if any:

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Date, Amount and Explanation of Rebates, if any:

-
-
-
-
-

Other Non-Cash Promotional Consideration, if any:

-
-
-

Date Placed in Political File: _____

Signature of Station Personnel Completing Above Information: _____

Sales Order

Station: **WMBX-FM** Buyer: _____
 Contract Name: **Lawrence Gordon Political** Tax Schedule: **(None)**
 Contract#: **(none)** Agency Commission %: **0**
 Start Date: **8/01/16** End Date: **8/30/16** Billing Cycle: **Standard**
 Revenue Type: **POLITICAL** Type: **Cash** Salesperson: **402jbell** Comm %: **0**
 Advertiser: **Lawrence Gordon Campaign** Makegood Policy: **Within Contract Dates**
 Address: **PO Box 4114**
 City: **West Palm Beach** State: **FL** Zip: **33402**
 Product Name: **Lawrence Gordon Political**
 Comp. Code: **POLITICAL**
 Sec. Comp.: **NEW BUSINESS**

No	DATES		Alt	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		wks	START		END	M	T	W	T	F	SA	SU	Per Wk	D/W		SPOTS	\$\$	
1	8/01/16	8/28/16		6:00 AM	10:00 AM	30	X								1	W	90.00	4	360.00	3
2	8/01/16	8/28/16		10:00 AM	3:00 PM	30	2		2		2				6	D	30.00	24	720.00	3
3	8/29/16	8/29/16		7:00 PM	12:00 AM	30	10								10	D	1.00	10	10.00	10
4	8/29/16	8/29/16		10:00 AM	3:00 PM	30	4								4	D	90.00	4	360.00	3
5	8/30/16	8/30/16		10:00 AM	3:00 PM	30		4							4	D	90.00	4	360.00	3
6	8/30/16	8/30/16		3:00 PM	7:00 PM	30		4							4	D	90.00	4	360.00	3
7	8/07/16	8/28/16		6:00 AM	10:00 AM	30							4	4	D	5.00	16	80.00	5	
8	8/07/16	8/28/16		10:00 AM	3:00 PM	30							3	3	D	30.00	12	360.00	3	

Billing Projections: By Month

	Aug 16	Sep 16
CA	2,610.00	0.00
ST	1,520.00	1,090.00

☒ Print Spot Prices

THANK YOU FOR YOUR BUSINESS!

 Notes to Traffic: **Ck pmt # 1096 \$2610 7/29/16 KW**
7/29/16

TOTAL SPOTS	78
GROSS TOTAL \$	2,610.00
ADJUSTED SPOTS	78
ADJUSTED TOTAL \$	2,610.00

APPROVE

DECLINE



402kwies, 07/29/16 @1:28PM



Sales Assistant



Sales Manager



402dfail, 07/29/16 @1:41PM



POLITICAL BROADCAST AGREEMENT FORM

Station: WEAT (Palm Beach Broadcasting LLC) Date: 7/29/16

Address: 701 Northpoint Parkway, Suite 500, West Palm Beach, Florida 33407

Candidate: LAWRENCE GORDON Political Party: DEMOCRAT

☒ Legally Qualified () Other: _____

Office Sought: PBC Comm Dist 7 Election Date: 8/30/16

HEREBY REQUESTS STATION TIME AS FOLLOWS:

Length of Broadcast	Hour	Days	Times per week	Total Numbers

Date of first broadcast: _____ Date of last broadcast: _____ Total Charges: \$ 3,000

Advance payment for the above time will be paid by: 7/28/16 whose address is: _____

Station is authorized to announce the advertisement as paid for by such person or entity. In not an individual, the entity furnishing payment is:

() Committee () Association () Corporation ☒ Other LAWRENCE GORDON

Telephone Number of Treasurer: (561) 371-8584

Names and officers of entity are: LAWRENCE GORDON

I agree to indemnify and hold harmless the station for any damages or liability that may ensue from the performance of the above stated broadcasts. I also agree to provide the station with a script or a recording, which will be delivered to the station at least 24 hours before the time of scheduled broadcasts. (Note: This paragraph is not applicable if the candidate is personally using the time.)

It is agreed that the use of the station for the above stated purposes will be governed by the Communications Act of 1934, as amended, and the rules of the Federal Communications Commission.

Date: 7/29/16 (Candidate) (Agent) (Supporter): Lawrence Gordon

(Accepted) (Rejected) By: _____
Station Representative

Sales Order

Station: **WEAT-FM** Buyer: _____
 Contract Name: **Lawrence Gordon Camp.** Tax Schedule: _____ (None)
 Contract#: _____ (none) Agency Commission %: **0**
 Start Date: **8/01/16** End Date: **8/30/16** Billing Cycle: **Standard**
 Revenue Type: **SPOT SALES DIRECT** Type: **Cash** Salesperson: **402jbell** Comm %: **18**
 Advertiser: **Lawrence Gordon Campaign** Makegood Policy: **Within Contract Dates**
 Address: **PO Box 4114**
 City: **West Palm Beach** State: **FL** Zip: **33402**
 Product Name: **Lawrence Gordon Campaign**
 Comp. Code: **POLITICAL**
 Sec. Comp.: **NEW BUSINESS**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	8/01/16	8/30/16		6:00 AM	10:00 AM	30	1				1			2	D	35.00	9	315.00	
2	8/03/16	8/30/16		7:00 PM	12:00 AM	30			1					1	D	5.00	4	20.00	
3	8/06/16	8/27/16		6:00 AM	10:00 AM	30						1		1	D	5.00	4	20.00	
4	8/07/16	8/28/16		6:00 AM	10:00 AM	30							1	1	D	5.00	4	20.00	
5	8/27/16	8/27/16		10:00 AM	3:00 PM	30						1		1	D	15.00	1	15.00	

Billing Projections: By Month

	Aug 16	Sep 16
CA	390.00	0.00
ST	355.00	35.00

☒ Print Spot Prices

THANK YOU FOR YOUR BUSINESS!

 Notes to Traffic: **Imputed by JAB 7/29/16**

TOTAL SPOTS	22
GROSS TOTAL \$	390.00
ADJUSTED SPOTS	22
ADJUSTED TOTAL \$	390.00

APPROVE

DECLINE



402kwies, 07/29/16 @2:07PM



Sales Assistant



402EHAMM, 07/29/16 @12:46PM



Traffic Manager

KNOWN Times

The X102.3

Daily 5A-6P m-F x 2 \$5-?
Sunday 6-10 10-3 ~~4~~ 4x@ \$50 \$80
3x@ 35 \$420

Aug 30 Election Day NON 4 x \$90 midday (Patrice) \$360
NON 4 x \$90 afternoon (Donchus) \$360

Aug 29 Lab 7-midnight 10 x \$1 = 10
NON 10-3 Patrice 4 x @ \$90 = 360

\$1380

Aug 1

~~2670~~

\$2,610 TOTAL ON WMBX

Sunny 107.9

\$390 TOTAL on Sunny

Lawrence Gordon

\$3,000
GRAND TOTAL

63-9059-2870

1096

LAWRENCE GORDON CAMPAIGN ACCOUNT

PO BOX 4114
WEST PALM BEACH, FL 33402

ETZNER® Check Fraud
Prevention by Deposit

Anthony Media

Date

7/28/16

\$ 3,000.00

Three thousand dollars + 09/cent

BankUnited
1-877-779-2285
www.bankunited.com

Security Features
Deposit on Back

Joe Radio

Lawrence Gordon

⑆267090594⑆

98534630851⑈

1096